



Creating Mobile-Friendly Content

Your audiences are going mobile and likely viewing your communications on their mobile devices. How are you going to rise to the challenge? This document will outline 9 tips for creating content that will display well for viewers no matter what device they are using to view your Brainshark.

Design for the Small Screen

- Consider that your communication will be viewed on a device that is 10% the size of a laptop screen.
- Use the smallest possible mobile viewing screen as your baseline.
- A presentation heavily laden with text and detailed images may look acceptable on a PC or laptop, but will be unreadable on a mobile device.
- Use a distinctive visual on the first slide to make your presentation easier to find in a content portal. Employ different colors, fonts, or images to make your presentation unique and stand out from the crowd.

Keep Your Message Short

- You never know where your viewers will be when they experience your message or how much time they have.
- Mobile delivery is ideal for Just-In-Time-Training or short messages.
- Keep your presentation as short and engaging as possible.

Reduce Content per Slide

- Create more slides with less information on each slide rather than trying to stuff a lot of information into a few slides.
- Don't be afraid to break up your slides since it is your narrative that will dictate how quickly your presentation moves along, not the number of slides.

Reduce Text

- Reduce the amount of text and increase the font size of the text in your presentation.
- Avoid long bulleted items; Statements should be less than 5 words.
- Keep words to a single line, based on your font size.
- Maintain a substantial margin at the top and bottom of the slide.



Increase the Font

- Use a font size larger than 32 points to maintain readability on a mobile device.

Replace Words with Images

- Use more images and animations than text to increase retention of your communication.
- Graphics are intended to be visual aids not handouts to be used on their own.
- Using a lot of text on your slides prompts your audience to read, rather than listen to what you are saying.

Use High Contrast Colors

Using highly contrasting colors, like white text on a black background, will increase readability.

- Use colors that are different enough so that your images will stand out against your background.
- Edge or outline text.
- Add a drop shadow.

Use Simple and Clear Audio

Consider that your viewers may be watching in a noisy location and a voice with resonance will stand out.

- Select audio talent with a voice that is deep in tone and clear.
- Avoid loud background music and keep your audio simple and clean.
- Refer to the *Add Audio* [tutorial](#) for additional tips on achieving the best recording.

Test Your Presentation

Always test your presentation prior to distribution so you can catch mistakes before your audience does.

- Is the audio clear?
- Did the speaker follow the script?
- Do your visuals display well on a PC, a laptop, or a mobile device?



Checklist

- Design for the small screen
- Keep your message short
- Reduce content per slide
- Reduce text
- Increase the font
- Replace words with images
- Use high contrast colors
- Use simple and clear audio
- Test your presentation